With UNITED ARTISTS

AROUND THE WORLD

KEEPING SALES OFFICES ALL OVER THE WORLD IN TOUCH WITH UNITED ARTISTS ACTIVITIE

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PROMOTION FROM THE RANKS

Tucked away in one of the pages of this issue is a news item whose significance deserves editorial comment and emphasis.

The item reports that Sidney Jackson, branch manager in Leeds, England, has been appointed to the post of supervisor of all British exchanges, and that Edgar Isaacs, London representative, has been promoted to the branch managership at Leeds.

Here, then, are two shining examples illustrating the time-honored policy of our company to promote from the ranks those men who have shown by their industry and loyalty that they deserved promotion.

The steady expansion of our foreign organization to meet the changing needs of a new and greater show world, offers constant opportunity to reward outstanding ability and achievement. Be sure that in every instance the traditional policy of promoting from the ranks will be scrupulously adhered to.

Meanwhile, let the promotions of Messrs. Jackson and Isaacs serve as a reminder and a guarantee that, in United Artists, merit inevitably reaps its reward in a better job and a bigger responsibility.

Arthur W. Kelly
Vice-President & Treasurer

BRITISH DIVISION HOLDS SALES CONVENTION

Tremendous Enthusiasm Features Annual Gathering; Hail Coming Year as Biggest in History - B&D Chairman Present - Promotions Announced

Our British brethren are off to a flying start! They have the pictures, the manpower, the leadership, the enthusiasm, and the will to win. They're going to make the coming year one of the biggest in their history!

That, in a nutshell, is the impression one gathers from reading the tradepaper reports of the super-enthusiastic sales convention our British organization staged in London on October 15-16 under the chairmanship of managing director Murray Silverstone.

Among those who attended was Joseph Friedman, of Columbia Pictures, who paid tribute to the fine spirit of cooperation shown by U.A., and outlined the highlights of the new Columbia product. Another guest of honor was Hubert T. Marsh, chairman and managing director of British and Dominions Film Corporation, who hailed Mr. Silverstone as an inspiring leader, and lauded United Artists for its splendid organization and showmanship.

The outstanding feature of the convention was Mr. Silverstone's masterly address, in which he reviewed the events of the past twelve months, analyzed present-day conditions in the film business, and concluded with the prophecy that, in view of the unequalled program of pictures they had to sell, and the powerful merchandising campaigns they had lined up, the coming year would be one of the biggest in the history of United Artists.

E.T. Carr, general sales manager, provoked a storm of applause when he announced the promotion of Sidney Jackson, Leeds branch manager, to the post of supervisor of branches, and the appointment of Edgar Isaacs, London representative, to the branch managership at Leeds.

An informal dinner party climaxed the convention, which will remain in the memories of our British legionnaires as one of the most successful they ever held.

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* The best informed salesman is the *
*
* best salesman. Know your product! *
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* *

U.A. FILMS CONQUER PARIS

From Guy Croswell Smith, general manager of the Continental division, comes the cheerful tidings that the two biggest film successes of the new season in Paris are "Scarface" and "Sky Devils." The former is now in the 8th week of its pre-release simultaneous showings at the Bonaparte and Agriculteurs Theatres. "Sky Devils" has been playing to crowded houses since it opened at the Apollo Theatre four weeks ago.

BUCHANAN SIGNS NEW B&D CONTRACT

Jack Buchanan, international musical comedy and screen star, who just arrived in New York, signed a new exclusive contract with British and Dominions Film Corporation, prior to his departure from London, under which he will make three pictures a year. His latest film, "Magic Night" (the American title for "Good Night, Vienna") has just opened at the Rivoli Theatre, New York. Buchanan is now rehearsing for his new stage show, which will play on Broadway. Lyda Roberti, who is Eddie Cantor's leading woman in "The Kid From Spain," is also one of the principals in this Buchanan production. Incidentally, Miss Roberti has signed a contract with Samuel Goldwyn to appear opposite Cantor in his next season's screen extravaganza.

"VARIETY" RAVES ABOUT DISNEY CARTOONS

The new Mickey Mouse cartoons and the Silly Symphonies in color continue to evoke the unstinted praise of the trade press and newspapers throughout the United States. "Variety," reviewing "King Neptune," called it "A swell job both as entertainment and in production. A wealth of detail and novelty has gone into the short's making, letting it stand at the front of the class among this year's cartoons." And on "Touchdown Mickey," this same publication had this to say; "Exceeds some of the funniest antics of the predecessors. There's a lot of business and laffs crowded into this one. That they rate plenty at the b.o. was evidenced by the anticipatory 'ahs!' when the title was flashed."

RELIANCE TO PRODUCE STYLE

EPIC FILM FOR U.A. RELEASE

Are Paris and other noted style centers suffering a set-back? Is Hollywood becoming the monarch of the fashion world?

These questions will find authentic answers in the style epic that Reliance Pictures Corporation plans to produce for United Artists release and in which famous mannequins from the continental fashion centers of the world will be enlisted and brought to the film colony for the express purpose of displaying the most dazzling advance creations by the style dictators whose very names spell the last word in milady's attire.

There are those who claim that Paris, Vienna, London, and New York are steadily sinking into second place as providers of the popular type of feminine habiliments and that the clothes of the film stars are fast becoming the ruling passion.

There is no doubt but that Hollywood designers have the edge on their competitors across the sea. Their creations are worn by world-famous personalities who are seen by countless millions on the motion picture screens. Nevertheless there are those who still stick to such names as Chanel, Worth, Poiret, Patou, and Paquin of Europe; and to Carnegie, Milgrim, and Hickson of New York, feeling that these names must be meshed with styles to guarantee them as the ultra-sophisticated and truly correct exponents of advance fashions.

Consequently, there will be much interest in this forthcoming production with style as its major theme. The very presence in Hollywood and in the film of noted mannequins from far-distant fashion capitals, to say nothing of Lilyan Tashman's appearance in a principal role, should excite everyone to whom clothes mean anything at all.

Edward Small, of the Reliance organization, feels that this will be a decidedly different type of motion picture. In addition to the glamor that the fashion angle is bound to provide, a highly interesting and colorful story will be provided throughout the length of the production.

* *
* Don't "sell short" on the Mickey Mouse and Silly *
* *
* Symphonies. The public loves to go long on 'em! *
* *
* *

YOU ARE THE COMPANY!

As a logical follow-up on Mr. Kelly's striking message on "Good Will" in last week's issue, we call your attention to this significant paragraph from an editorial in a motion picture tradepaper:

> "A corporation may spread itself over the whole world, and may employ a hundred thousand men, but the average person will usually form his judgment of that corporation through his contact with one individual. If this person is rude or inefficient, it will take a lot of kindness and efficiency to overcome the bad impression. Every member of an organization who, in any capacity, comes in contact with the public is a salesman, and the impression he makes is an advertisement, good or bad."

* *

MARY PICKFORD'S INITIAL FILM IS "YES, JOHN"

Because the loan period is up for Frances Marion, and owing to the fact that Metro-Goldwyn-Mayer cannot spare her services any longer at this time, M. C. Levee, Production Manager for Mary Pickford, has postponed production of "Shanty Town" and will immediately prepare "Yes, John," based upon the stage play, "Secrets," as Miss Pickford's next vehicle. "Shanty Town" will be the star's second production, immediately following "Yes, John," for which Miss Marion has already written the scenario and to which Salisbury Field has contributed added dialogue. The result is that the vehicle is completely modernized. Miss Marion's services will be available for further work on "Shanty Town" following completion of the first picture. Probably Weldon Heyburn will play the masculine lead in both pictures. Frank Borzage will direct "Yes, John," and if arrangements can be made for his services he will also direct "Secrets."

* *

ANOTHER BOUQUET FOR "CRUSOE"

Douglas Fairbanks' "Mr. Robinson Crusoe" is coming in for its share of encomiums. The latest is announced by the National Board of Review in its monthly bulletin, in which it says the picture "out-Paradises Paradise." It adds that family audiences everywhere should see it, and that junior matinees should be encouraged in all theatres,

MARK TWAIN SAID IT

Right now when the importance of advertising is being more than ordinarily stressed in the film business, the following story about Mark Twain, famous the world over as the author of those kid classics, "Tom Sawyer" and "Huckleberry Finn," has a timely value.

> While Mark Twain was editor of a Missouri paper, a subscriber wrote him, saying he had found a spider in his paper and asking Mark whether this was a sign of good or bad luck. The following historic statement, which has never been improved by any modern advertising expert, was the reply of the humorist:
>
> "Old Subscriber: Finding a spider in your paper was neither good luck nor bad luck for you. The spider was merely looking over the paper to see which merchant is not advertising, so that he can go to that store, spin his web across the door and lead a life of undisturbed peace ever afterward."

* *

THE VOLGA SHOWMAN!

How a Moscow theatre manager contrived to fill his house through tricky showmanship was reported some time ago in the newspapers. The wily manager advertised that at the end of the performance an "extra number" would be presented and that any man who did not like it had only to say so, and the admission fee would be returned tenfold. The house was packed and the audience got ready to boo when the "extra number" was announced. It was the Soviet official song, "The Internationale." Not a single claim was made on the box office!

* *

RELIANCE BUYS UNIQUE STORY

In keeping with his policy of making pictures of an unusual and different type, Edward Small of Reliance Pictures Corporation announces the purchase of an original story by Prescott Chaplin and William Robson titled "Mr. Helen Green." It will be included in the series that Reliance will produce for United Artists release. The title suggests almost anything, but there is really no cause for anxiety on the part of the fans, for they will see one of the most unique stories ever screened with an unusual ending in which love plays the stellar role.

FOREIGN LEGION FINDS EXPLOITATION IS KEY TO PROSPERITY

Not a week now passes that we do not receive substantial evidence of the extraordinary publicity and exploitation efforts of our foreign offices. Seemingly, a tidal wave of showmanship has swept over our Foreign Legion, leaving in its wake a renewed fighting spirit, a fresh zest for achievement and an ardent belief in the vital importance of keen, aggressive merchandising as an aid to increasing sales grosses and box office receipts.

Down in Cristobal, Canal Zone, the first local showing of the new Mickey Mouse and Silly Symphonies was preceded by a Mickey Mouse drawing contest for kids, which drew plenty of business at the box office. So much so, that the manager of the theatre has decided to repeat the stunt in the near future. Incidentally, Walter Gould, branch manager, informs us of the successful premiere of "Mr. Robinson Crusoe" in his territory.

From Mr. Gould we also learn that the "unknown genius" in his office responsible for the beautifully illustrated mimeographed bulletin on Mickey Mouse, which we told you about in our No. 4 issue, is Paul Alegret, live-wire publicity man. Believe it or not, Mr. Alegret creates his attractive art effects with a couple of old nails on regular mimeograph stencils. And he does it very fast, too - which is not to be wondered at in view of his name. Alegret is undoubtedly derived from the same root as the word, allegro, which means quick, lively. Okay, Mr. Alegret! We will be watching your future work with especial interest.

From the other side of the world, Australasia, the land of "down under," we have received a raft of exploitation material testifying to the energetic efforts of the legionnaires in Ralph Doyle's blue-ribbon division. They believe in direct action, direct contact with exhibitors and the public, hence use direct mail campaigns regularly. We have seen some of the sample letters Mr. Carmichael, branch manager in Sydney, and Mr. Allen, branch manager in Wellington, have sent out, and are not surprised to learn that they brought excellent results. They are short, punchy, convincing sales stimulators. We are happy to hear that the Mickey Mouse specimen letters we sent to all our offices have already been pressed into service in Mr. Allen's territory.

To Vaughan C. Marshall, director of publicity, we take off our hat for his knockout campaign on "Arrowsmith." We particularly liked the "Silhouette Stunt," because it can be used on any picture. We will describe it in a future issue. Mr. Marshall has some swell merchandise tieups lined up on the new product, which should be productive of enormous national publicity. We expect great things from Australasia!

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